

What is claimed is:

1. A method of delivering fresh brewed tea taste to an on-premise iced tea beverage at a point of dispense comprising the steps of:
 - (a) providing tea flavor compounds in an amount sufficient to deliver fresh brewed tea taste separate from tea solids prior to the time of dispense; and
 - (b) mixing the tea flavor compounds with the tea solids at the time of dispense.
2. The method of claim 1, wherein the tea flavor compounds comprise tea flavor, tea aroma or a combination thereof.
3. The method of claim 1, wherein the tea flavor compounds are provided in an amount of 0.01 to 12% by weight of finished iced tea beverage.
4. The method of claim 3, wherein the tea flavor compounds are provided in an amount of 0.02 to 5% by weight of finished iced tea beverage.
5. The method of claim 4, wherein the tea flavor compounds are provided in an amount of 0.03 to 2% by weight of finished iced tea beverage.
6. The method of claim 1, wherein the tea flavor compounds are provided in an amount from 1 to 150% of an amount of tea solids in a finished iced tea beverage.
7. The method of claim 6, wherein the tea flavor compounds are provided in an amount from 5 to 90% of an amount of tea solids in a finished iced tea beverage.
8. The method of claim 7, wherein the tea flavor compounds are provided in an amount from 15 to 50% of an amount of tea solids in a finished iced tea beverage.

9. The method of claim 1, wherein the tea flavor compounds are provided together with a sweetener.
10. The method of claim 9, wherein the sweetener is selected from the group consisting of sucrose, high fructose corn syrup, corn syrup, honey, molasses and combinations thereof.
11. The method of claim 9, wherein the sweetener is acidified and preserved.
12. The method of claim 11, wherein the sweetener is acidified with an acidulant selected from the group consisting of phosphoric acid, citric acid, lactic acid, fumaric acid and combinations thereof.
13. The method of claim 11, wherein the sweetener is preserved with a preservative selected from the group consisting of benzoate, sorbate and combinations thereof.
14. A method of delivering fresh flavor to an on-premise beverage at a point of dispense comprising the steps of:
 - (a) providing at least one unstable component of the on-premise beverage separate from beverage components in which the at least one unstable component is unstable prior to the time of dispense; and
 - (b) mixing the at least one unstable component with the beverage components in which the at least one unstable component is unstable at the time of dispense.
15. The method of claim 14, wherein the at least one unstable component is a flavor component.

16. The method of claim 14, wherein the at least one unstable component is provided together with an additional beverage component in which the at least one unstable component is stable.

17. An on-premise iced tea beverage having fresh brewed tea taste made by the process comprising the steps of:

- (a) providing tea flavor compounds in an amount sufficient to deliver fresh brewed tea taste separate from tea solids prior to the time of dispense; and
- (b) mixing the tea flavor compounds with the tea solids at the time of dispense.

18. The on-premise iced tea beverage of claim 17, wherein the tea flavor compounds comprise tea flavor, tea aroma or a combination thereof.

19. The on-premise iced tea beverage of claim 17, wherein the tea flavor compounds are provided in an amount of 0.01 to 12% by weight of finished iced tea beverage.

20. The on-premise iced tea beverage of claim 19, wherein the tea flavor compounds are provided in an amount of 0.02 to 5% by weight of finished iced tea beverage.

21. The on-premise iced tea beverage of claim 20, wherein the tea flavor compounds are provided in an amount of 0.03 to 2% by weight of finished iced tea beverage.

22. The on-premise iced tea beverage of claim 17, wherein the tea flavor compounds are provided in an amount from 1 to 150% of an amount of tea solids in a finished iced tea beverage.

23. The on-premise iced tea beverage of claim 22, wherein the tea flavor compounds are provided in an amount from 5 to 90% of an amount of tea solids in a finished iced tea beverage.

24. The on-premise iced tea beverage of claim 23, wherein the tea flavor compounds are provided in an amount from 15 to 50% of an amount of tea solids in a finished iced tea beverage.

25. The on-premise iced tea beverage of claim 17, wherein the tea flavor compounds are provided together with a sweetener.

26. The on-premise iced tea beverage of claim 25, wherein the sweetener is selected from the group consisting of sucrose, high fructose corn syrup, corn syrup, honey, molasses and combinations thereof.

27. The on-premise iced tea beverage of claim 25, wherein the sweetener is acidified and preserved.

28. The on-premise iced tea beverage of claim 27, wherein the sweetener is acidified with an acidulant selected from the group consisting of phosphoric acid, citric acid, lactic acid, fumaric acid and combinations thereof.

29. The on-premise iced tea beverage of claim 27, wherein the sweetener is preserved with a preservative selected from the group consisting of benzoate, sorbate and combinations thereof.